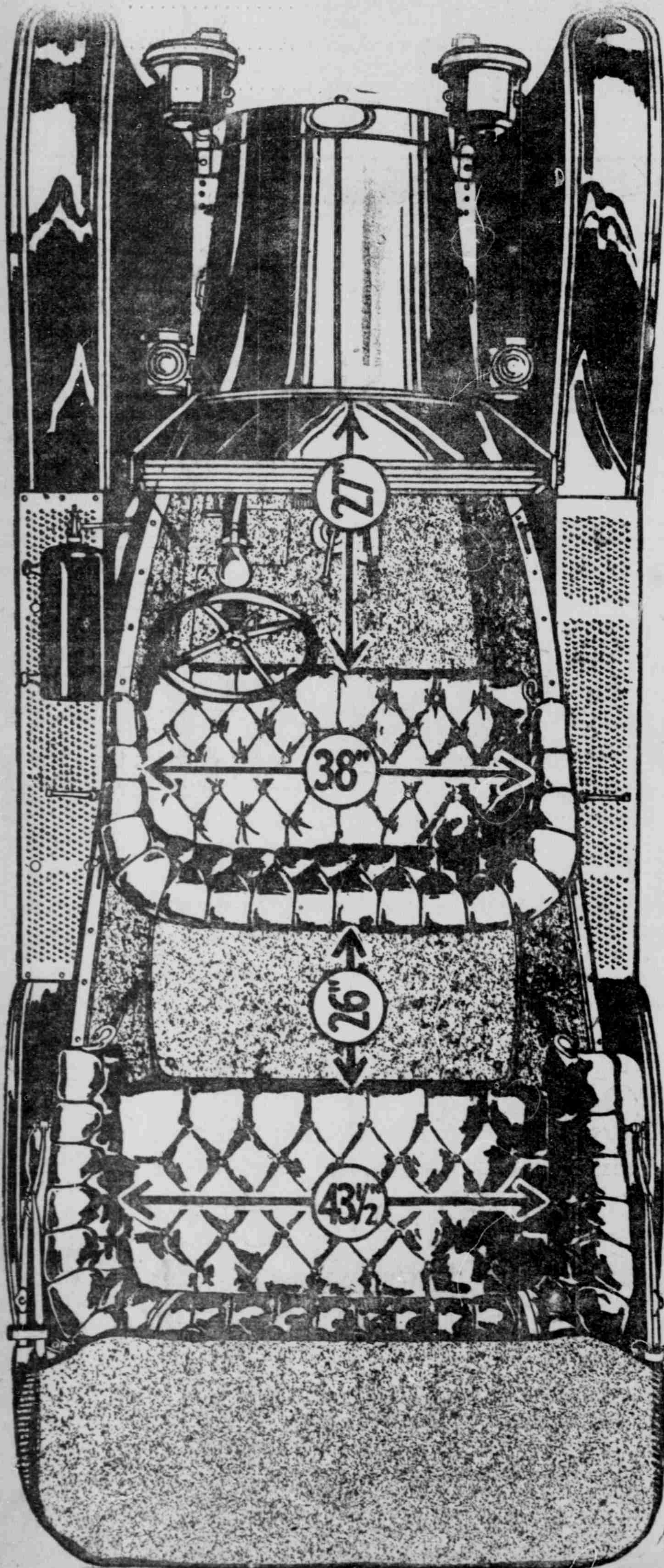


Here is the "Biggest" Airt

CHECK the measurements—leg room, depth and width of seats—with those of any car selling from \$1000 up to \$1400—you'll find this is a "big" car in inches as well as "immense" in efficiency. Note up-to-date stream-line body design, left hand steer, center control and other features of the highest priced cars. (SEND FOR THE BOOK.)



Maxwell 25

Extravagant Assertion

WHO WAS the "biggest" general in the world? Napoleon, he conquered Europe—and he was five-feet-three!

WHO WAS the "biggest" statesman in the world? Bismark, he built the German Empire—and he was six-feet-four!

SO YOU SEE MERE SIZE DOESN'T determine who nor what is biggest. It is achievement that confers that title "biggest."

WE MAINTAIN that the biggest automobile in the world is the one that does the biggest things—and does bigger things than a bigger car can do at the same cost.

AND THAT CONFERS THE TITLE on the Maxwell "25," which sells for \$750, and which, though of ample capacity for carrying five full grown adults anywhere any car will go, yet weighs only 1,650 pounds.

THIS CAR CANNOT BE CALLED either small or large—in inches. It is neither a Napoleon nor a Bismark in physical proportions—but is a combination of both in efficiency and—in competition.

IT IS THE MOST FORMIDABLE rival other cars have ever encountered.

ITS CONQUESTS have embraced the territory formerly held by both the very cheap, and the overly-large, under-efficient cars, selling for \$1000 and more.

IT CONQUERS because it meets the needs and the ideas of the majority of informed buyers. It appeals at the same time to the logic of common sense and the sense of the beautiful.

ITS BEAUTY is shown in looks and in performance—handsome is as handsome does—and handsome as is.

THE BUYER WHO must take a peep into the purse before buying, here finds a car within his reach and made to his heart's desire.

ON THE OTHER HAND, the buyer who is easily able to pay the first cost, but whose experience has taught him to look still more closely into maintenance cost afterward, finds in this 1,650-pound, five-passenger car the one he has been looking for—because it will do all any 2,600-pound car will do—and more—and at half the upkeep cost—or less.

COST OF UPKEEP increases as the square of the weight, the tire makers tell us. And Standard Oil dividends confirm the statement.

CUT THE WEIGHT IN TWO and you divide the upkeep cost by four! Get that—it's the kernel.

BUT WE'RE A NATION of aristocrats—no matter how we protest we're democratic, we are aristocrats. Every American deems himself of the Royal line. We have pride, plus—more per capita than any other people in the world.

AND SO IT HAPPENS that your American demands more than mere utility in the car he buys—he wants style as well as size.

A FEW YEARS AGO a lot of misguided persons had a brilliant idea. They maintained that the "farmers' car" had not yet been built.

WHEN ASKED TO SPECIFY, they said the farmer's car should look like a farm wagon or a dump cart—or some other familiar vehicle.

SO THEY MADE A FEW of those ridiculous, high-wheeled, air-cooled "putt-putters," and gleefully invited the farmer to come and see.

FARMERS DIDN'T COME—they were too busy inspecting the latest improvements in real automobiles. So the high-wheeler soon went out of business.

THAT PROMPTED US one day to make a little investigation and to compile a few statistics—and what do you think?—

WE FOUND that, contrary to the prevalent supposition—the best markets for second-hand cars were not what the blase call the "backwoods and the prairies," but Broadway and 42nd, New York; and Michigan Avenue, north of 30th and south of Congress, Chicago!

"ALL THE RUBES LIVE ON MANHATTAN," once said a famous showman. That was more than half true—the other 49 per cent are portioned out to Chicago and other large centers. There live the Fourflushers the Johnny-speeders and the remittance boys.

MAXWELL MOTOR

(INCORPORATED)

DEALERS

Some makers demand exclusive representation. Still others insist on your taking on a full line in order to get one saleable model. We don't do either. Don't need to. We don't believe in "strong arm" methods nor will we ask you to drop another make of car you have contracted for. We welcome competition. You can stand this car on the floor beside any other at any price—and the Maxwell will get the lion's share.